



Governor Terry E. Branstad  
Lt. Governor Kim Reynolds  
San Wong, Director

November 18, 2016

Dear Superintendent:

The Iowa Department of Human Rights and the State of Iowa MLK Day Planning Committee are hosting the 7th annual statewide MLK Call 2 Serve contest to promote the 2017 Martin Luther King Day of Service. We would love to have your students involved! Please refer to the attached documents for an exciting opportunity for first through eighth grade levels in your school district.

Below, are the Dr. Martin Luther King Call 2 Serve contest guidelines:

**Contest Rules:**

- All contest entries must be submitted on or before Friday, December 23, 2016.
- Submissions can be either; written (essay/poem/song), artwork, photography, and video (1-3 minutes in length).
- The cover sheet must be attached to the entry.
- Only one entry may be submitted per student or classroom group.
- To submit, mail, email or fax a copy to the Iowa Department of Human Rights – MLK Call 2 Serve Contest.
  - Mailing address:
    - Iowa Department of Human Rights
    - Office on the Status of African Americans
    - Lucas State Office Building
    - 321 E. 12<sup>th</sup> St.
    - Des Moines, IA 50319
  - Fax number: (515) 242-6119
  - Email: [dhc.icsaa@iowa.gov](mailto:dhc.icsaa@iowa.gov)
- Contestants must have their parents or guardian's permission and signature in the event that their entry is published in a newspaper, Department of Human Rights website, screened on YouTube, and/or other promotional venue. The permission slip, video release/waiver, and copyright transfer form is included in the email materials.
- Essays and one paragraph explanations must be double-spaced in a minimum of 11 point font.

**Contest Subject Content:**

*First through Eighth Grade:*

- How would you demonstrate or promote the following in your school or community, using Dr. Kings' principle of non-violence:

Division of Community Advocacy and Services

- Courage
- Truth
- Justice
- Compassion
- Dignity
- Humility
- Service?

First and second place prizes from each grade division will be awarded at the January 16, 2017 Dr. Martin Luther King, Jr. Celebration in Des Moines.

If your schools are not able to be involved in the contest, we would encourage you to host a district wide contest to help students reflect not only on Dr. King's legacy but also the importance of civic engagement.

In addition, we would like to encourage your school district's active involvement in MLK Day of Service 2017. The Day of Service is a way to transform Dr. King's life and teachings into community service dedicated to solving social issues. We invite your school district to create or participate in existing projects in your local area that will incite stronger communities, empower individuals, and bridge social barriers. For MLK project ideas, please visit [www.mlkday.gov](http://www.mlkday.gov). If you would like to search for projects already happening in your community or if you'd like to post your school district's project, please visit [www.volunteeriowa.org](http://www.volunteeriowa.org).

We are looking forward to your district's active involvement in MLK Day of Service 2017! If you have any questions, please don't hesitate to contact me at (515) 281-3274 or email me at [kim.cheeks@iowa.gov](mailto:kim.cheeks@iowa.gov).

Sincerely,



Kim Cheeks  
Program Coordinator  
Office on the Status of African Americans  
State of Iowa Dr. Martin Luther King, Jr. Celebration